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Date: 3/24/06

By: Patti Hespell
Patti Hespell

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Michael A. Plotnick:

Conf. No.: 5480 : Group Art Unit: 2611
Appln. No.: 10/006,874 : Examiner: Huy T. Nguyen
Filing Date: 14 November 2001 : Att'y. Docket No.: T738-10
Title: Alternative Advertising in Pre-recorded Media

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

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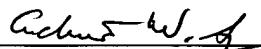
- (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- Certification is made below, or
- The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
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- Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

- The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:
- Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.
- Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

Date: 3/24/06


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INFORMATION DISCLOSURE STATEMENT BY APPLICANT
 (use as many sheets as necessary)

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of 2

Complete if Known

Application Number	10/006,874
Filing Date	November 14, 2001
First Named Inventor	Plotnick, Michael A.
Group Art Unit	2611
Examiner Name	Huy T. Nguyen
Attorney Docket Number	T738-10

U.S. PATENT DOCUMENTS

Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
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Examiner Signature		Date Considered
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T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

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STATEMENT BY APPLICANT**
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PATERSON
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IAP&G**Complete if Known**

Application Number	10/006,874
Filing Date	November 14, 2001
First Named Inventor	Plotnick, Michael A.
Group Art Unit	2611
Examiner Name	Huy T. Nguyen
Sheet	2
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U.S. PATENT DOCUMENTS

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Examiner Signature		Date Considered
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